

WHAT IS CLAIMED IS:

1. A banner advertisement system, comprising:

an advertiser terminal configured to generate a banner
5 advertisement;

a banner advertisement server configured to distribute
the banner advertisement generated by the advertiser
terminal; and

an image forming apparatus comprising:

10 a displaying mechanism configured to display the
banner advertisement distributed by the banner advertisement
server; and

a response sending mechanism configured to send
to the advertiser terminal at least one of an order and an
15 inquiry for at least one of a product and services offered by
the banner advertisement displayed on the displaying
mechanism.

2. A banner advertisement system as defined in Claim
20 1, wherein the displaying mechanism includes a touch-sensing
panel display.

3. A banner advertisement system, comprising:

advertiser terminal means for generating a banner
25 advertisement;

banner advertisement server means for distributing the

banner advertisement generated by the advertiser terminal means; and

image forming means comprising:

displaying means for displaying the banner

5 advertisement distributed by the banner advertisement server means; and

response sending means for sending to the advertiser terminal means at least one of an order and an inquiry for at least one of a product and services offered by
10 the banner advertisement displayed on the displaying means.

4. A banner advertisement system as defined in Claim 3, wherein the displaying means includes a touch-sensing panel display.

15

5. A banner advertisement method, comprising the steps of:

providing an image forming apparatus comprising a display;

20 generating a banner advertisement at a banner advertiser terminal;

distributing the banner advertisement generated by the generating step to the image forming apparatus;

displaying the banner advertisement distributed by the
25 distributing step on the display of the image forming apparatus; and

sending at least one of an order and an inquiry for at least one of a product and services offered by the banner advertisement displayed by the displaying step from the image forming apparatus to the banner advertiser terminal.

5

6. A banner advertisement method as defined in Claim 5, wherein the display of the image forming apparatus includes a touch-sensing panel display.

10

7. A banner advertisement server, comprising:

a communications interfacing mechanism configured to electrically communicate via a network with a plurality of image forming apparatuses capable of displaying a banner advertisement, sending an order for at least one of a product and services offered by the banner advertisement, and stores data of the order;

15

an advertisement distributing mechanism configured to distribute the banner advertisement to the plurality of image forming apparatuses through the communications mechanism;

20

a data collecting mechanism configured to collect the data of the order from the plurality of image forming apparatuses through the communications mechanism;

25

a point converting mechanism configured to convert the data of the order into points for the plurality of image forming apparatuses; and

an accumulating mechanism configured to accumulate the

points for the plurality of image forming apparatuses.

8. A banner advertisement server as defined in Claim 7, further comprising:

5 a fee collecting mechanism configured to collect fees for the at least one of the product and the services from users of the plurality of image forming apparatuses for a banner advertiser through the communications mechanism.

10 9. A banner advertisement server as defined in Claim 7, wherein the advertisement distributing mechanism distributes the banner advertisement through the communications mechanism to the plurality of image forming apparatuses which are in a non-operative state.

15

10. A banner advertisement server, comprising:

communications interfacing means for electrically communicating via a network with a plurality of image forming apparatuses capable of displaying a banner advertisement,
20 sending an order for at least one of a product and services offered by the banner advertisement, and stores data of the order;

advertisement distributing means for distributing the banner advertisement to the plurality of image forming
25 apparatuses through the communications means;

data collecting means for collecting the data of the

order from the plurality of image forming apparatuses through the communications means;

point converting means for converting the data of the order into points for the plurality of image forming apparatuses; and

accumulating means for accumulating the points for the plurality of image forming apparatuses.

11. A banner advertisement server as defined in Claim 10, further comprising:

fee collecting means for collecting fees for the at least one of the product and the services from users of the plurality of image forming apparatuses for a banner advertiser through the communications means.

15

12. A banner advertisement server as defined in Claim 10, wherein the advertisement distributing means distributes the banner advertisement through the communications means to the plurality of image forming apparatuses which are in a non-operative state.

20

13. A banner advertisement method, comprising the steps of:

providing a banner advertisement server;

25

connecting the banner advertisement server to, via a network, a plurality of image forming apparatuses capable of

displaying a banner advertisement, sending an order for at least one of a product and services offered by the banner advertisement, and stores data of the order;

distributing the banner advertisement to the plurality
5 of image forming apparatuses through the network;

collecting the data of the order from the plurality of image forming apparatuses through the network;

converting the data of the order into points for the plurality of image forming apparatuses; and

10 accumulating the points for the plurality of image forming apparatuses.

14. A banner advertisement method as defined in Claim 13, further comprising the step of:

15 collecting fees for the at least one of the product and the services from users of the plurality of image forming apparatuses for a banner advertiser through the network.

15. A banner advertisement method as defined in Claim 20 13, wherein the distributing step distributes the banner advertisement through the network to the plurality of image forming apparatuses which are in a non-operative state.

16. An image forming apparatus, comprising:

25 a communications interfacing mechanism configured to communicate with a banner advertiser terminal via a network;

a displaying mechanism configured to display a banner advertisement offering at least one of a product and services; and

5 a response sending mechanism configured to send to the banner advertiser terminal, through the communications mechanisms, at least one of an order and an inquiry for the at least one of the product and the services offered by the banner advertisement displayed on the displaying mechanism.

10 17. An image forming apparatus as defined in Claim 16, wherein the displaying mechanism displays the banner advertisement when the image forming apparatus is in a non-operative state.

15 18. An image forming apparatus as defined in Claim 16, wherein the communications mechanism receives a return message in an electronic mail form from the banner advertiser terminal in response to the at least one of the order and the inquiry for the at least one of the product and the services
20 sent by the response sending mechanism.

19. An image forming apparatus as defined in Claim 16, further comprising:

a downloading mechanism configured to download a return
25 message in a printable form from the banner advertiser terminal in response to the at least one of the order and the

inquiry for the at least one of the product and the services sent by the response sending mechanism.

20. An image forming apparatus as defined in Claim 16,
5 further comprising:

an advertisement registering mechanism configured to access a banner advertisement server to register a banner advertisement.

10 21. An image forming apparatus as defined in Claim 16, wherein the displaying mechanism includes a touch-sensing panel display.

22. An image forming apparatus, comprising:
15 communications interfacing means for communicating with a banner advertiser terminal via a network;
displaying means for displaying a banner advertisement offering at least one of a product and services; and
response sending means for sending to the banner
20 advertiser terminal, through the communications interfacing means, at least one of an order and an inquiry for the at least one of the product and the services offered by the banner advertisement displayed on the displaying means.

25 23. An image forming apparatus as defined in Claim 22, wherein the displaying means displays the banner

advertisement when the image forming apparatus is in a non-operative state.

24. An image forming apparatus as defined in Claim 22,
5 wherein the communications means receives a return message in an electronic mail form from the banner advertiser terminal in response to the at least one of the order and the inquiry for the at least one of the product and the services sent by the response sending means.

10 25. An image forming apparatus as defined in Claim 22, further comprising:

downloading means for downloading a return message in a printable form from the banner advertiser terminal in
15 response to the at least one of the order and the inquiry for the at least one of the product and the services sent by the response sending means.

20 26. An image forming apparatus as defined in Claim 22, further comprising:

advertisement registering means for accessing a banner advertisement server to register a banner advertisement.

25 27. An image forming apparatus as defined in Claim 22, wherein the displaying means includes a touch-sensing panel display.

28. A banner advertisement method, comprising:
providing an image forming apparatus;
connecting the image forming apparatus to a banner
5 advertiser terminal via a network;
displaying a banner advertisement offering at least one
of a product and services; and
sending to the banner advertiser terminal, through the
network, at least one of an order and an inquiry for the at
10 least one of the product and the services offered by the
banner advertisement displayed by the displaying step.

29. A banner advertisement method as defined in Claim
28, wherein the displaying step displays the banner
15 advertisement when the image forming apparatus is in a non-
operative state.

30. A banner advertisement method as defined in Claim
28, further comprising a receiving step for receiving a
20 return message in an electronic mail form from the banner
advertiser terminal in response to the at least one of the
order and the inquiry for the at least one of the product and
the services sent by the response sending step.

25 31. A banner advertisement method as defined in Claim
28, further comprising the step:

downloading a return message in a printable form from the banner advertiser terminal in response to the at least one of the order and the inquiry for the at least one of the product and the services sent by the response sending step.

5

32. A banner advertisement method as defined in Claim 28, further comprising:

accessing a banner advertisement server to register a banner advertisement.

10

33. A banner advertisement method as defined in Claim 28, wherein the displaying step includes a touch-sensing panel display.

15

34. An information processing apparatus, comprising:
a communications interface configured to communicate with an image forming apparatus via a network; and

a displaying mechanism configured to display a banner advertisement which is distributed to the image forming apparatus when the image forming apparatus is in a non-operative state.

20

35. An information processing apparatus, comprising:
communications interfacing means for communicating with
25 an image forming apparatus via a network; and
displaying means for displaying a banner advertisement

which is distributed to the image forming apparatus when the image forming apparatus is in a non-operative state.

36. A banner advertisement method, comprising steps
5 of:

providing an information processing apparatus;

connecting the information processing apparatus to an image forming apparatus via a network; and

displaying a banner advertisement which is distributed
10 to the image forming apparatus when the image forming apparatus is in a non-operative state.